GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

STARRED QUESTION NO:735
ANSWERED ON:16.05.2002
STEEP DROP IN THE EARNINGS OF DOORDARSHAN
SHYAMA SINGH

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the annual earnings of the Doordarshan have dropped by several crores during the last year as reported under the caption `DD earnings drop by Rs. 15 crore` appearing in`The Statesman` dated April 22, 2002;

(b) if so, the details of factors responsible for such a steep drop in its earnings;

(c) whether the Government have assessed the factors responsible due to which the earnings of the Doordarshan dropped; and

(d) if so, the steps taken to improve its earnings during the current year?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

(a) to (d): A Statement is laid on the Table of the House.

STATEMENT REFERRED TO IN REPLY TO PARTS (a) TO (d) OF LOK SABHA STARRED QUESTION NO. 735 FOR ANS ON 16/05/2002

(a): Prasar Bharati have intimated that the gross commercial revenue earned by Doordarshan during the last two years is as under:

2000-2001	Rs. 637.51 crores
2001-2002	Rs. 615.21 crores

(b) & (c): The drop is largely due to lower revenue realisation from the marketing of BCCI cricket matches in India during 2001-2002.

(d): Prasar Bharati has intimated that within the constraints of a Public ServiceBroadcaster, the Corporation endeavours to maximise its revenue generation. Measures taken by Doordarshan to enhance its revenue include improvement inthe transmission quality and reception of Channels through digitalisation, exploiting the commercial potential of various Regional Kendras, rationalisationof Rate Card to make it more attractive for advertisers/marketing agencies, improving the quality of content and presentation of channels, eliciting commercial income from Government Departments for telecast of theirprogrammes on DD Channels.Prasar Bharati has also intimated that it has started its own marketing set up to boost its commercial earnings.